

Rep Order# 6813893 Ver# 5 Mod# 2 Status Confirmed
EC'd No

Traffic Order# 766665

Printed: 05/23/2012 10:23 AM

1 of 3

Last Received: 05/23/2012 9:04 AM
Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.
Advertiser () US CHAMBER OF CMRC
Product US CHAMBER
Estimate# 435
Buyer Scott Kahn
Phone#
Fax#

Agency () MEDIA AD VENTURES
8136 OLD KEENE MILL ROAD, S#A-300
SPRINGFIELD, VA 22152
Agency C/P1/P2/E 106/120/435
Flight Dates 05/07/2012 - 05/20/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC--*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	M-F	10A-11A	MAURY POVICH	:30	\$50.00	05/07-05/11 05/14-05/18	3 2	1 1	3 2	\$250.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$50 CREDIT								
	2	M-F	4P-5P	ANDERSON COOPER	:30	\$50.00	05/07-05/11 05/14-05/18	3 2	1 1	3 2	\$250.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$50 CREDIT								
	3	M-F	630P-7P	FOX TOLEDO NEWS @ 630PM	:30	\$60.00	05/07-05/11 05/14-05/18	3 2	1 1	3 2	\$300.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$60 CREDIT								
	4	M-F	7P-730P	THE OFFICE	:30	\$80.00	05/07-05/11 05/14-05/18	3 2	1 1	3 2	\$400.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$80 CREDIT								
	5	M-F	730P-8P	HOW I MET YOUR MOTHER	:30	\$80.00	05/07-05/18	3	2	6	\$480.00	
	6	M	9P-10P	HOUSE	:30	\$400.00	05/14-05/14	1	1	1	\$400.00	
	7	TH	8P-9P	IDOL	:30	\$1,250.00	05/10-05/10	1	1	1	\$1,250.00	
	8	SA	8P-9P	COPS	:30	\$175.00	05/12-05/12	0	0	0	\$0.00	
				Buyline Comment: CXL DUE N/A								
	9	SA	630P-11P	NASCAR	:30	\$950.00	05/12-05/12	1	1	1	\$950.00	

Rep Order# 6813893 Ver# 5 Mod# 2 Status Confirmed
EC'd No

Traffic Order# 766665

Printed: 05/23/2012 10:23 AM

3 of 3

Last Received: 05/23/2012 9:04 AM

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.
Advertiser () US CHAMBER OF CMRC
Product US CHAMBER
Estimate# 435
Buyer Scott Kahn
Phone#
Fax#

Agency () MEDIA AD VENTURES
8136 OLD KEENE MILL ROAD, S#A-300
SPRINGFIELD, VA 22152
Agency C/P1/P2/E 106/120/435
Flight Dates 05/07/2012 - 05/20/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

Report Totals: 48 / \$6,260.00

---SALES MONTHLY TOTALS---

May 12: 48 / \$6,260.00

Sales Totals: 48 / \$6,260.00

Station Totals: 48 / \$6,260.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$104,333	CATV	0%	WNGT	0%	WNWO	4%	WTOL	49%	WTVG	41%
		WUPW	6%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA350

--- CREDIT RISK ---

CASH IN ADVANCE